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This Month

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Vol. 35, No. 10 Bartow, Florida October, 1954

XUM

Lemon and Lime Trees

Ready for Planting This Winter
and Next Spring

Tahiti (Persian) Limes on Rough Lemon

Meyer Lemons on Rough Lemon

Avon Lemon *Sandwich Buds*

Other Standard Varieties

Oranges *Grapefruit* *Temples*

Tangerines and Tangeloes

We grow trees on Rough Lemon, Sour Orange, Sweet Orange and Cleopatra Rootstocks, but do not have all varieties on all stocks.

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"BUDWOOD SELECTION AND QUALITY"
Has Alawys Been Our Motto

R. M. Pratt

Citrus Insect Control

R. B. Johnson

For October 1954

W. L. THOMPSON,
R. M. PRATT
R. B. JOHNSON*
Florida Citrus Experiment Station, Lake Alfred

W. L. Thompson

The pattern of red scale activity during August and September has been similar in many respects to that which occurred in the fall of 1951, when red scale infestations were general and the average infestation was highest in November. However, this year September activity was not as high as it was in September, 1951. Red scale is therefore expected to be more troublesome this fall than it has been in the last two years, and some groves will be heavily damaged unless control measures are applied promptly, but the problem is not expected to be as severe as it was in 1951.

Purple scale activity will probably increase during October, and the general level of infestation during the fall months is expected to be about normal.

Purple mite activity is generally low at the present time although heavy infestations are building up in some groves. An increasing trend is expected during October, especially if the weather is dry. Groves should not be allowed to go into the winter with a high purple mite population because of the danger of serious defoliation.

There will probably be some increase in rust mite activity during October and the level of infestation will be about normal for the season.

SPRAY PROGRAM

This year the fall pest control program should be about the same as during the past several years. Since Florida red scale is likely to be a more serious problem than either purple or chaff scale, inspections should be made for all species. Florida red scale infestations may increase rapidly during the fall months and where red scale has been a problem, the groves should be rechecked this month. It is difficult to thoroughly cover fruit with a spray, and for that reason any scale infestations should be controlled before the fruit is heavily infested. With the exception of the East Coast, the month of October is usually dry and a combination of dry weather and a medium to heavy scale infestation may cause heavy fruit and leaf drop. When checking trees for purple scale the green twigs and fruit stems should be examined because in the fall of the year the leaves may be fairly free of scale but the twigs and fruit may have enough scale on them to cause fruit drop. Stem end infestation of purple scale often results in excessive drop of mature fruit. The fruit of tangerines and early varieties of oranges and grapefruit that will have to be degreened in the coloring room should also be inspected for purple and chaff scale. The area around either purple or chaff scale does not degreen in the coloring room and green spots on the fruit are a definite grade lowering factor.

Regardless of the species of scale present, any threating infestation of scale should be controlled early in October. Parathion is recommended for scale control in the fall and winter months. Initial control of scale has been more satisfactory with October applications than either November or December applications. The next choice of scalicides is a combination of an oil emulsion containing about 7/10 percent actual oil in the dilute spray plus 1 lb. of parathion per 100 gallons. The oil-parathion combinatiin will affect solids and degreening to a certain extent but not so much as 1.3 percent oil. This combination is used for the combined control of scale and purple mites. If it is not practical to use parathion, then the recommended oil emulsion at 1.3 percent oil can be used. It is better to use oil than to omit a scalicide where it is needed. However, it should be kept in mind that an October oil application, is likely to adversely affect solids, retard degreening, and cause leaf drop if the trees are in a weakened condition from any cause. A late October application of oil may also prevent the normal amount of bloom next spring. If the trees were sprayed with an oil any time during the summer, the second oil application at this time is more detrimental to fruit quality and more of a shock to the trees than a single application. If at all possible, it is advisable to use parathion where an oil spray was applied in the summer.

Even though purple mite infestations are not as numerous as at this time last year, some groves may be expected to be heavily infested this month. Before spraying for rust mite, it is advisable to check for purple mites so that an effective miticide can be added to the sulfur spray if the purple mites are present. Inspect the fall and summer growth and tree tops when checking for purple mites.

The longest period of purple mite control has been obtained where fall application of miticides were made when the mite population was at a low level. The common reasons for failure to obtain purple mite control in the fall of the year are delaying the miticide until a heavy infestation has developed or not thoroughly spraying the trees.

The usual amount of rust mite infestation may be expected this year. For the longest periods of control, spray the tops of the trees thoroughly.

Plant bugs are sometimes a pest on early varieties of oranges in groves where there is a leguminous cover crop or where citrons are growing. If oranges or tangerines are coloring prematurely, inspect the fruit for plant bugs.

Scale Control: Parathion at 1 to 1 2/3 pounds plus 5 to 8 pounds of wettable sulfur per 100 gallons is recommended for scale and rust mite control. An oil emulsion (0.7 percent actual oil) plus 1 pound of parathion can also be used. If it is not practical to use parathion, use an oil emulsion at 1.3 percent actual oil.

(Continued on page 10)

*Written September 24, 1954. Reports of surveys by Harold Holtsberg, Cocoa; J. W. Davis, Tavares; K. G. Townsend, Tampa; J. B. Weeks, Avon Park, and T. B. Hallam, Lake Alfred.

XUM

Florida Citrus Mutual Calls For United Action

With Florida's new crop of citrus starting to move to market, Florida Citrus Mutual is willing to set the example in getting the various elements in the huge industry to "work together," with no one group seeking to take "unfair advantage of any other."

"At this time," Rutledge told Mutual growers, "we firmly believe the new crop and remaining inventories will be profitably utilized." He emphasized that this wouldd be possible if "everyone concerned with the industry, all the elements from those growing the fruit right on through all methods of handling and distribution to the ultimate consumer, work together. None must seek to take unfair advantage of the other."

Rutledge stated that "every company or every person who participates in the Florida citrus industry, as long as he performs a useful and honest operation, deserves a fair profit."

Mutual's role, he stated, would be to represent the grower "to make sure that he receives his fair share of the Florida citrus dollar. And, we believe, too, that in order for the grower to receive this fair share of the citrus dollar, so must others in the industry. ***"

After pointing out that the Florida citrus industry includes, in addition to thousands of growers, the many splendid cooperative marketing agencies of both fresh and processed fruit, the many fine cash-buying marketing organizations for both fresh and processed fruit, the many people who handle fruit for the industry, the many thousands upon thousands of grove workers, packing house and processing workers, the box, carton, fertilizer, bag, can, machine and truck comapnies and others, Rutledge states that:

"Because of its size and complexity, this vast, powerful Florida citrus industry must lean on each component part for its overall success. In other words: the grower needs the cooperative, the grower needs the cash buyer, the grower needs every possible existing and even new outlets yet to be developed for marketing his fruit."

"But, he emphasized, "these, too, need the grower."

The Mutual official said history had shown that no one group in an industry "can profit at the expense of the other—at least not for long. A complete understanding of each other's problems is necessary so this does not take place."

Mutual is "able and ready to represent its members as forcefully and vigorously as necessary to insure that their interests are well and fully protected. "Rutledge stated, and it also "stands ready to cooperate, to understand and to take into consideration every industry problem so that the new crop will flow from tree to consumer as smoothly and profitably as possible for everyone concerned.

"We realize now that new problems will arise throughout the season and new solutions to these problems will be forthcoming. New ideas will be tried and discarded and new ideas will be tried and continued. ***

"We have been and will continue to be on the so-called "firing-line" because we do things—we accomplish things. We are here to serve, to do our very best, sincerely and honestly, on a day-to-day basis. If more can be done, we'll do it."

PHOTOSYNTHESIS RESEARCH HOLDS KEY TO GREAT DISCOVERIES

Research in photosynthesis—learning how plants use the energy of the sun to live and grow—promises discoveries that will have a great effect on the future of mankind, a scientist and administator of the U. S. Department of Agriculture said lately (Tuesday, September 7). Dr. Frank P. Cullinan told the American Society for Horticultural Science, in Gainesville, Fla., that unraveling the mysteries of photosynthesis holds the key to plants that would produce food in bountiful quantities now unknown to man.

Dr. Cullinan, who is chief, Horticultural Research Branch, of the Department's Agricultural Research Service, and president of the Society, told fellow members that horticulturists have made many important research advances toward the understanding of photosynthesis. Horticulturists will certainly be important members of any scientific "team that eventually crosses the final barrier of this new knowledge."

Another important horticultural research goal near attainment, is use of leaf analysis as a method of determining nutritional needs of trees. "I believe," he said, "with an adequartely supported and coordinated research program it would not take more than 10 years to obtain and compile (from leaf analysis) the information we need to place orchard fertilizer practices on a sound basis. This knowledge will result in practices that will induce annual bearing in nut crops and will provide growers with a better control of nutrition and fruit quality in citrus and decidous fruits."

Dr. Cullinan foresaw important progress from research with growth-regulating chemicals—work that should now move along rapidly because of growing use of radioactive materials to trace the movement of these chemicals in the plants.

A marked expansion in improved pasture acreage, especially on dairy farms has been noted in Palm Beach County by County Agent M. U. Mounts this year. Heavy rains slowed down field work in the county in July, he also reports.

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EXCLUSIVE SPECIALIZED CITRUS PUBLICATION
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Representing no special interest

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The State Plant Board's Program In Relation To The Citrus Industry

It was because of the introduction and spread of a serious citrus disease (citrus canker) that the State Plant Board of Florida was created by the Legislature in 1915. This piece of legislation was sponsored by growers who were insistent upon the creation of a State agency having authority to promulgate and enforce rules and regulations seeking to exclude or prevent dissemination within the State of destructive plant diseases and pests.

At the time of the creation of the Plant Board, citrus canker had become widespread throughout the State and eradication appeared almost impossible. Twelve years later, however, after intensive work under the direction of indomitable Plant Commissioner Wilson Newall, the disease was completely eradicated. Such a thing had never been done before anywhere else in the world, and a pattern was set for other States to work by. Later two other serious pests—the Mediterranean fruit fly and the citrus blackfly—were also eradicated. Certainly, for the thirty-nine years since its creation, the Florida State Plant Board has marched hand in hand with the State's great citrus industry.

The Plant Board is primarily a regulatory organization. Research or educational work is carried on only when absolutely necessary to accomplish the eradication or control of serious insects or diseases when that service is available from no other known source. The Plant Act provides that the members of the State Board shall be the same as those of the Board of Control, which governs the University of Florida and other State educational institutions, thus insuring close cooperation between the various organizations.

ED L. AYERS
PLANT COMMISSIONER
STATE PLANT BOARD OF FLORIDA
AT CAMP McQUARRIE
CITRUS INSTITUTE

Quarantine Inspection

The Plant Board's service to the citrus growers really begins with their quarantines against serious insects and plant diseases from foreign countries and other States and Territories. State Plant Board inspectors intercept annually at our ports of entry many insects and diseases which, if allowed to enter and become established, would result in great loss or untold injury to the citrus industry, as well as other agricultural industries of the State. Among these interceptions are citrus canker, sweet orange scab, Mediterranean fruit fly, Oriental fruit fly, Mexican fruit fly, other fruit flies, citrus blackfly, and the giant African snail. Plant Board employees working with employees of the United States Department of Agriculture and the United States Customs Service maintain at the State's ports of entry a 24-hour vigil for the purpose of boarding and inspecting all foreign and questionable domestic ships and planes arriving, which carry plants, fruits and vegetables, and other plant material. That this vigil has paid off is fully proven by the large number of plant pests and diseases intercepted, which are known to be present in other countries but are not found in Florida.

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Aspects Of Top-Working Bearing Citrus Trees

Why is there so much interest in top working bearing citrus trees today? There seems to be four reasons:

1. Interest in acid fruits.
2. Low return for tangerines.
3. The grapefruit situation.
4. There is always the fellow who can't make up his mind and is constantly changing varieties.

Now let's try to analyze these, why is there so much interest in acid fruits in Florida today? The real reason is that we are looking for a variety of citrus that will bring in a better income in the immediate future. Admittedly, there are other reasons which we will bring out but we will consider the most important one first.

Never in the history of food processing has any method of preparation received the publicity that frozen orange concentrate has. Almost any child knows about frozen orange juice and will tell you it is good. All this in just eight short years during which our production of this product has expanded from some 246,000 gallons to an estimated 65 million gallons this year. About four years ago we learned that, although it requires a somewhat different process, we could concentrate lime and lemon juice. This immediately stimulated interest in that field. In addition, the processors have told us for years that they need some commodiity that will enable them to keep their plants running 12 months of the year instead of the usual six to eight, as it would reduce their operating "overhead".

Since limes and most lemons ripen during the time our concentrating plants are normally idle they are a natural in that respect. A careful look into the picture however, shows that out of the past four seasons the lime groves have had two good seasons and two that were not so good. The over all lime story is somewhat similar to that of grapefruit insofar as grower returns are concerned. This is not cause for alarm but it should make prospective lime producers look at the situation more objectively.

The same is true with lemons. We hear much talk of developing a lemon industry in Florida. In fact, some lemon groves have been planted and some old grapefruit and tangerine

F. P. LAWRENCE
CITRICULTURIST
UNIVERSITY OF FLORIDA
AT CAMP McQUARRIE,
CITRUS INSTITUTE

groves are being top-worked to lemons as well as to limes. It is true that Florida can produce lemons at a cost per box considerably less than California can but, for years, California has been forced to divert a considerable portion of her annual lemon crop into by-products because the fresh fruit market couldn't absorb the total production at a price that would be profitable to the growers. The recent consumer acceptance of frozen lemon juice has stimulated interest in the California industry and we are informed that there is some recent expansion in this industry. Peculiarly enough this expansion in new acreage is largely by New comers to the California lemon industry. In the main, the established growers are satisfied not to expand.

Probably some of you, at this point, are convinced that we feel there is no future for acid fruits in Florida but that is not true. We do believe there is a future for acid fruits in Florida but we can never have a successful industry if it is allowed to grow like "topsy". There must be careful planning to expand our production in line with demand. To stick our neck out—and incidentally, the turtle could never get anywhere unless he sticks his neck out -we feel that Florida can ultimately produce and market 4 to 5 millon gallons of acid fruit concentrate at a profit to the producer.

Another factor in the interest in top-working is the tangerine situation. During the period 1945-1950 (see table 1) tangerines returned the least per acre of all citrus grown and although we haven't extended these figures for the period 1950-54 it is our opinion that they have changed very little. There are probably many reasons why tangerines are not more lucrative to the grower, however, the one big reason seems to be that we market them before they are fully mature as well as after they are well past maturity. There is much that can be said for and against this situation but since that is not in our province here we will not stick our neck out.

Turning then to the grapefruit dilemma which, to say the least, is a big factor in the interest in top-working trees. Ever since World War II the grapefruit grower has been in hot water. This is true with all white meated fruits and especially so for the white seeded variety. To give you some idea as to where we stand we again call your attention to table 1 which gives a comparison of the various varieties of citrus during the five year period 1945-50. To further emphasize the white meated fruit situation we have extended them through the 1953 season and have included "our estimate" for the 1953-54 season. You will note that white seeded grapefruit have been in the red ever since 1950 and because of the unusually large crop this season they went in even deeper.

On the whole, the pink and red meated varieties have been profitable but a quick look at the records show what has been happening to them. We estimate that during this period some 1¼ million pink and red meated trees have been planted. In six to ten years from now these trees will be producing an average of 5 to 8 boxes of fruit per tree. This will mean a 8 to 12 million box crop in

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Merchandising . . . "Gimmick or Gold"

WALTER J. PAGE
DIRECTOR OF PUBLIC RELATIONS
SEALED-SWEET SALES

BEFORE ANNUAL CITRUS INSTITUTE, CAMP McQUARRIE

Mr. Green has gone to war!

How many times did you hear your radio blare this out during the early days of World War II? Or possibly you remember this: Lucky Strike green has gone to war!

It was the claim by Lucky Strike cigarette people that the government needed the green colors used in the familiar packages. Bunk!

American Tobacco Company had conducted a series of tests and found that the white package now in use was far more acceptable and had much greater buyer appeal than did the green package.

That's merchandising!

Perhaps you ladies recently in visiting your local drugstore almost knocked one of those Hazel Bishop lipstick plaques off the counter. They're just about everywhere you shop—at least in all stores selling drugs and sundries.

That's merchandising in action.

Remember the last time a bright red automobile passed you? You thought at the time it was a fire chief and upon looking closer, found it had "Swift" painted on the sides and rear. It was a Swift meat products salesman, but he was merchandising while travelling!

These are but a few merchandising "gimmicks," if you please, but they get attention. There are thousands of others bombarding each and every one of us every day of our waking lives. We're being exposed each day to the greatest sales stimulators in history—merchandising "gimmicks."

But the question we wisely ask ourselves is whether merchandising by itself is a "gimmick" or whether it's really "Gold"—a truly sales-spurring idea.

Is it something that will sputter and flare up like a rocket, only to drop to earth in a short space of time cold and dead? Or is merchandising something that will withstand time and trial and do what we want it to do—move citrus fruits at a profit?

In my book it's the greatest gold bonanza to ever grip the Florida citrus industry. It's the yellow stuff that our forefathers went west for and it's yours if you'll only sift out the chaff and find the real kernel!

Merchandising and public relations in my opinion go hand in hand. Public relations to a great extent is educating or converting the public to your side so that they will view your position in a more sympathetic light. Take our fine grapefruit for example, especially Duncans or other seeded varieties. Wouldn't you say a public relations job was sorely needed to educate the consumer on the virtues of this variety?

I hand-picked each of my Seald-Sweet merchandisers for his public relations ability—and take it from me, it's paid off handsomely.

I direct a division of men who are both merchandisers and public relations men—a rare combination, perhaps, but nonetheless they are accomplishing these multiple aims each day and continue to make citrus history.

A good example of this great combination happened last November. Sealed-Sweet Merchandiser Dick Eyestone arrived in Oklahoma City late one afternoon and picked up a local newspaper. He noted a small news item about the plight of the University of Oklahoma band. A feeble attempt had been made to raise funds in order to send the Sooner Band to the Orange Bowl in Miami, January 1. Oklahoma played Maryland in that classic, if you remember.

Dick made a fast trip to Norman, home of the University of Oklahoma, and visited officials of one of the service fraternities. He loaned the boys a fresh Sealed-Sweet Automatic Juicer, donated four boxes of Sealed-Sweet oranges to get them started, and rolled up his sleeves and pitched in with them!

The results? Main Street of Oklahoma City became an orange dispensary, according to the local press. The thing snowballed so fast that we were obliged to send our Sealed-Sweet Citrus Queen out there also.

Was it good public relations?

Did we make friends?

Best of all, one of our customers sold them a hundred-odd boxes of citrus for the sale at the going price. It cost us Dick Eyestone's time four boxes of oranges, and some wear and tear on our juice machine.

And—oh yes—the band went to the Orange Bowl on News Years Day.

Merchandising, to be totally effective, must be at the point of purchase. This is what I like to call primary merchandising. There is a secondary type which I'll touch on later.

Wouldn't each of you classify yourself as an average individual? You live in your community, get along with your neighbors, work hard for your money, and attend church on Sunday. Of course you do!

Then, each of you ladies (and gentlemen too) buy 71 per cent of your food without prior planning. Of course you have a general idea of what you need, but I'll bet you seldom think of any specific brand. You often bring a lot of things home with you that you never intended buying.

Why?

Because you were subjected to merchandising at the point of purchase!

Two cans of soup stand side by side, or two bins of oranges lie next to each other, They're both the same price. One is merchandised and displayed—the other stands alone. Which do you select?

We cannot, of course, overlook brand advertising and the effect it has on merchandising. Advertising is the pull—merchandising the push! When both are in good balance, your sales problems are small indeed.

When the housewife goes into a store, does she ask whether the oranges displayed are from California, Texas, or Florida? Nonsense!

They are all the same to her.

But when she sees Sunkist on the fruit, there is immediate recongnition of the brand although 90 per cent of the customers do not know the point of origin of Sunkist fruit.

On the other hand, she sees a Sealed-Sweet orange and she meets a familiar face. But again she cannot tell you where it was grown—nor does she care, in most cases. She is drawn to the brand she knows and it doesn't take her long to invite it "home to dinner."

Primary merchandising then is most

XUM

13%

Safeguard the vital fraction that insures crop quality

Because most crop-cost items these days are not flexible, don't yield to the temptation to save on fertilizer quality or quantity . . . or your crop quality and quantity and profits may suffer.

For instance about 13% of the total per acre crop-cost of Florida beans is fertilizer. To skimp on this vital fraction is to invite trouble because fertilizer plays a highly essential role in the grade of crop you send to market.

For the best in crop quality and quantity use fertilizers you KNOW to be the best—IDEAL BRANDS with ORGANIC NITROGEN from high-grade sources for continuous feeding and with other quality ingredients for balanced plant diet.

Working hand in hand with Florida Agriculture for 62 years

IDEAL®

WILSON & TOOMER FERTILIZER COMPANY

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important. It's the brand identifica tion and promotion at the point o purchase when the housewife ha her pocketbook open and is ready to buy!

Secondary merchandising I classify as any type of promotional work awa from the point of purchase. These are displays at fairs, medical con ventions, handing out samples at an large social or business function, to name a few. Such activity is importan as a supplement to your primary function. So much for that.

Packaging is another important prop to merchandising. Think back some years ago when much o Florida's citrus fruit was not even washed—when bulk fruit went to market, a dripping, soggy, unappetiz ing mass (or mess) whichever you prefer. Many states even passed health laws banning the dripping trucks from passing within their boundaries.

Look at your citrus today. The fruit is more carefully graded. It's washed and highly polished. It's pack aged to catch the discriminating eye of the housewife.

Look at this Sealed-Sweet polyethy lene bag—isn't it attractive? This is part of the modern trend—prepackag ing. It's all weighed and priced in advance so that all the retail custom er has to do is pick it up and put it in her shopping cart.

Isn't the package, in her eyes, more sanitary—more attractive? Aren't we making it so simple for her to buy that she can't easily pass us by?

Easy shopping, folks, is perhaps one of the most basic acts to be considered in any merchandising pro gram.

Remember—we're part of an in dustry that does about seven (7) billion dollars of business (retail value) each year. I'm speaking now of the entire fresh fruit and vege able industry because we're in com petition with each segment of this huge family for store space.

Why ease of shopping, you may ask? Simply this. Fresh fruits and vegetables today are generally be coming self-service items. Think of it. In more than three-quarters (3/4) of the independent stores and vir tually all the chain stores, Madam Housewife serves herself. She picks out her own citrus and the final reckoning as to whether your merchandising program is worth its salt is at the cash register.

Our fresh fruit and vegetable business today is an interesting and fabulous thing. Over one quarter o

all the food you eat is fresh fruits and vegetables.

It takes over 70 billion pounds retail weight of fresh produce per year to feed our nation. Of this, each person eats approximately 430 pounds.

Our potential then is indeed great. Leading nutritionists say that the average American needs at least another 100 pounds of fresh fruits and vegetables a year. For a balanced diet, the requirement is upped to 564 pounds and for the best diet, 620 pounds.

If the minimum balanced diet for each American were realized, it would wipe every orange, grapefruit, and tangerine off every tree in Florida, California, Texas, and Louisianna.

That bonanza for our citrus growers is still a potential and hangs in the balance. If you've studied chemistry, you know that a catalyst or spark, is needed to set off a chemical reaction. Likewise in our situation.

Education on public relations and merchandising is that catalyst—it's the gold waiting to be mined!

People are reluctant to change. My standing here and telling you about merchandising and what it can do for you, your cooperative, your independent shipping firm—is not going to make you rush out and start merchandising program.

It's not as simple as that.

But if it gets you to thinking about merchandising as a tool to better your industry,—then it will have been worthwhile.

And merchandising—the "gimmick" —merchandising—the "gold"—can do it for you if you'll give it the chance. It's a new trend of thought for most of us—thinking retail, for that's where the payoff comes if it comes at all!

Sealed-Sweet merchandisers work wholesale—think retail. That's our creed. With some 6,842 wholesalers serving an average of 21,000 persons each, these become our first-line targets. Our secondary targets are the 370,000 independent stores, 24,000 chain stores, and 14,500 specialty markets operating in the United States.

Our comparatively small force of Sealed-Sweet merchandisers would be totally engulfed if they attempted to cover this vast retail trade. It would be like bailing out Crooked Lake with a thimble.

My men work wholesale with the all-important retailer in the back of their minds. They contact the wholesaler, explain our program, arrange

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Ask for FASCO PESTICIDES

A Famous Name Among Florida Farmers and Growers

It pays to spray and dust with Fasco Products

Scale infestations, mites, mealy bugs and white fly infestations were worse than usual in 1954. There is every indication that citrus pests will return with a vengeance in 1955.

Production of quality citrus fruits requires an adequate spray and dust program.

Now is the time to protect your investment in trees and fruit for the 1955 crop against red spider damage by using . . .

FASCO DINI-O-SUL DUSTS (Against purple, six-spotted and rust mites)
ARMITE-15-W (SPECIAL FLORIDA FORMULATION) (Against purple, red and six-spotted mites)
OVEX (OVATRAN) (Against a wide variety of mites and mite eggs)

Or, if you prefer, our technical field service representatives, working with our chemists, will prepare special nutritional, fungicidal and insecticidal "package formulas" to fit your particular needs or solve your specific problems. Write, wire, or phone today—or see your nearest FASCO dealer.

Manufactured by
FLORIDA AGRICULTURAL SUPPLY COMPANY

FASCO

DIVISION OF WILSON & TOOMER FERTILIZER CO.
JACKSONVILLE, FLORIDA

XUM

NEWS-TELLER

Safe handling and use of

THIOPHOS® PARATHION

WHEN THIOPHOS Parathion was first introduced into the agricultural chemical field as an insecticide effective against a wide range of insects, American Cyanamid Company immediately launched an extensive educational program to advise growers and handlers of the safety precautions that should be followed when using parathion.

Your Citrus Experiment Station at Lake Alfred, Florida, realizing the value of parathion to the citrus industry, also immediately set up research projects not only to determine the effectiveness of parathion, but also to study ways and means of handling it safely.

The program included studies on the toxicology of phosphatic insecticides; the medical aspect; the equipment and clothing that should be adapted to the safe handling of such materials as parathion. These studies have proved to be invaluable to the citrus growers of Florida.

The bulletin, "Toxicology of Parathion and Other Phosphatic Insecticides and Precautions For Their Use on Citrus," by James T. Griffiths, John W. Williams, W. L. Thompson, and C. R. Stearns, Jr., was published in June, 1951. This bulletin explains the action of phosphatic insecticides upon the human body, clarifies some of the misinformation that has existed concerning phosphatic insecticides, and suggests specific precautions for the use of parathion so that it can be handled safely by grove labor under field conditions. Every grower should obtain and study carefully the information contained in Bulletin No. 479.

Circular S-29, "A Protective Canopy for Tractor Drivers," by David S. Prosser, Jr., C. R. Stearns, Jr., J. T. Griffiths and W. L. Thompson, was also published in June, 1951. This circular discusses the effectiveness of a canopy over the tractor to protect the driver from spray drift, gives detailed building plans, and approximate building cost. Results of investigations published in Circular S-29 definitely prove that much of the spray drift can be kept from coming into contact with the tractor driver if a canopy is used.

Circular S-66, "Safety Devices for Use with Parathion Containers," by D. S. Prosser, Jr., and C. R. Stearns, Jr., was published in January, 1954. This circular is concerned with the development of two devices—one for emptying drums of parathion into sprayer supply tanks, and the other built into the supply tank for emptying bags of parathion directly in

Cut bag open with a knife. Do not tear it open. Wear respirator, natural rubber gloves, hat and long sleeves.

Avoid as much spray drift as possible. On tractor, a removable canopy will minimize the hazard.

Device clamped on parathion container for emptying into supply tank.

Drum-emptying unit offers added protection from dust, vapors, spillage.

the spray mixture. Both have been field-tested and offer added protection of workers against dust, vapors and spillage attendant upon the mixing of concentrate and dilute sprays. In Circular S-66 are given detailed building plans for both devices, and approximate cost.

The valuable information contained in Bulletin 479, Circulars S-29 and S-66 is the result of much carefully planned research that was carried through to actual field usage. You can adapt these uses to your spray program and give your spray crews a maximum of protection when applying parathion insecticides to citrus.

These bulletins can be obtained by writing to University of Florida, Agricultural Experiment Stations.

The precautions for using parathion, as published in the Better Fruit Spray and Dust Schedule of 1954, are the result of research carried out by your Citrus Experiment Station.

PRECAUTIONS

Men who will use parathion for 10 days or longer should receive cholinesterase tests of blood plasma and red cells before starting work. Cholinesterase tests should be run at weekly intervals thereafter, as long as they continue to work with it. In cases of suspected parathion poisoning, cholinesterase tests are essential to reliable diagnosis.

Spray personnel should wear an effective chemical cartridge respirator of a type approved by the U. S. Department of Agriculture for parathion protection. Change paper filters twice a day and cartridges after not more than 8 hours actual use. Make sure mask does not leak about nose or cheeks.

Change to clean clothing each day, or oftener if garments are wet with spray. If a liquid formulation of parathion is spilled on the garments, remove at once and bathe. Wear long sleeves, a washable rain hat and natural rubber boots and gloves. Do not use leather, canvas or synthetics.

A tractor canopy affords protection for the operator. Where canopies are not practical, a raincoat or poncho will protect driver from spray drift. When spraying, work into the wind when possible.

Wash hands before eating or smoking. Take a thorough bath as soon as the work day is finished. Wash off all liquid formulations immediately.

When mixing parathion, stand so the wind will blow dust away from the men and cut open packages with a knife. Either make a slurry with wettable powder in a 5-gallon can; or if parathion is to be mixed directly into tank, have tank almost full, with agitator running, and introduce parathion on the surface of the water.

Burn or bury all empty parathion containers. Wash spray equipment every day to avoid hazardous accumulations.

Although there appears to be little danger in walking through a grove that has just been sprayed with parathion, it is recommended that people stay out of a grove for at least four days after spraying. Operations involving contact with the tree, such as pruning or picking, should not be carried out within 14 days after spraying. Groves sprayed with parathion should be posted with warning signs.

These precautions can be carried out in your spray program with a minimum of cost and effort.

As outlined in Bulletin No. 479, blood tests to determine cholinesterase levels of workers are one of the most important steps in a sound safety program. For your convenience, laboratories that are equipped and qualified to make these determinations have been established in strategic points throughout the citrus belt of Florida.

Laboratories Equipped for Cholinesterase Determinations

Dr. A. E. Cronkite
Clinical Laboratory
Room 203, Sweet Building
Fort Lauderdale, Florida

Lucien Y. Dyrenforth, M. D.
The Medical Arts Building
1022 Park Street
Jacksonville, Florida

Louis C. Herring
Analytical and Clinical Laboratory
1219 Kuhl Avenue
Orlando, Florida

Indian River Memorial Hospital
Laboratory
Vero Beach, Florida

Dr. V. H. Johnson
513-519 Harvey Building
West Palm Beach, Florida

St. Lukes Hospital
Jacksonville, Florida

Drs. Mills, Patterson and Leonard
706 Franklin Street
Tampa, Florida

Walker Memorial Hospital
Laboratory
Avon Park, Florida

West Orange Memorial Hospital
Winter Garden, Florida

Dr. Millard B. White
Physicians Medical Laboratory
Van Skike Building
Sarasota, Florida

Dr. Williams
Clinical Laboratory
Morrell Memorial Hospital
Lakeland, Florida

Safety precautions are simple to follow. Consult your Citrus Experiment Station, your supplier of parathion insecticides or American Cyanamid Company for details concerning your particular spray program, and remember—SAFETY IS FREE —USE IT GENEROUSLY.

AMERICAN Cyanamid COMPANY
MANUFACTURER OF
Thiophos® PARATHION TECHNICAL
Agricultural Chemicals Division
BREWSTER, FLORIDA

XUM

THE STATE PLANT BOARD'S PROGRAM IN RELATION TO THE CITRUS INDUSTRY...

(Continued from page 5)

All citrus fruit trees are barred from entry into Florida through both Federal quarantines and State Plant Board rules and regulations. This prohibition covers all States, Territories, and foreign countries.

Grove Inspection

One of the largest and most constant programs of work of the State Plant Board is the inspection of all citrus groves in the State. Inspectors systematically work from section to section, walking through the groves and making observations with referance to the presence of serious insect pests and diseases. In a normal year, State Plant Board inspectors will see about 20,000,000 citrus trees. The need for finding a newly introduced major pest at the earliest possible moment is imperative, in order that eradication or control measures can be placed in effect immediately. The shipment of citrus fruit to some other States and to foreign countries is permitted only on the basis that Florida maintains a thorough grove inspection program. All survey work in connection with tristeza, spreading decline, and other insects and diseases is being carried on along with grove inspection, and the State Plant Board plans to increase the amount and quality of this work.

Nursery Inspection and citrus Budwood Certification

Important to the Floride citrus industry is a constant supply of good, clean nursery trees for planting and replanting the groves in the State. There are now 1,692 nurserymen and dealers who carry an inventory of approximately 12,444,347 citrus plants covering more than 2,000 acres of land. All citrus nurseries in the State were inspected last year on an average of 2.4 times. Appropriate quarantines and other measures are taken to keep them free as possible of insects and diseases.

During recent years there has been an increasing awareness of certain virus diseases which, because of their nature, were difficult to detect. Some of these diseases, such as psorosis, had been transmitted through diseased buds into nursery trees, and growers have in many instances been replanting worthless diseased trees with other diseased trees. These replants sometimes grew well for a while, but became worthless at the time they should have come into full production. The Florida Citrus Production Managers Association and other organizations sponsored through the State Horticultural Society a citrus budwood certification program, which was put into effect by the State Plant Board in November of 1952. This program is aimed primarly against such bud-transmissible diseases as psorosis in its several forms, xyloporosis, and exocortis. A nursery has been established by the State Plant Board near Winter Haven, Florida for the testing of applicant trees, and it now appears that growers may soon be able to plant disease-free trees without running the risk of the handicap of chronic unproductiveness.

There are now 42 nurserymen and growers participating in the program. They have 626 candidate trees for registration located in 15 counties of the State, which include the following varieties:

Oranges

Valencia
Lue Gim Gong
Pineapple
Satsuma
Hamlin
Sweet Seedling
Temple
Mediterranean Sweet
Parson Brown
Jaffa
Pope Summer
Clementine
Navel

Grapefruit

Marsh Seedless
Duncan
Marsh Pink and Thompson Pink
Foster Pink
Ruby Red
McCarty

Miscellaneous

Persian Lime
Calamondin
Tangerine
Limequat
Orlando Tangelo (Lake)
Bearss Lime
Murcott (Smith Late Tangerine)
Kumquat
Minneola Tangerine
Seminole Tangelo
Mandarin

Tristeza

Fortunately for Florida, tristeza has not proven the problem, even on sour orange rootstock, that it has over most of the citrus-producing world. Apparently the strain here in Florida is milder than elsewhere and the insect vector that carries it seems to be an inefficient one. However, tristeza is killing and dwarfing trees in Florida, and it is one of the problems that must be considered by the citrus industry. There is always the possibility that the strain of virus which causes the disease may mutate and become more virulent, or that the disease may become a more serious one due to the arrival or importation of a more efficient vector.

Only trees on sour orange rootstock have been found to be injured by tristeza, and this is true whether the top is orange, grapefruit, or tangerine. Trees on rootstock such as rough lemon, Cleopatra mandarin, or sweet orange can carry the virus but are apparently not injured by it. However, budwood from such "typhoid Marys" can cause typical tristeza injury if inserted into sour orange rootstock. In less than two years of work—to July 1, 1954—Plant Board inspectors took almost 3,000 bark samples from trees suspected of having tristeza disease on 1,900 properties. About 60 percent of the properties proved to have trees which were positive for tristeza.

This work on the distribution of tristeza in Florida is continuing, but our knowledge is now quite well outlined. At present we are devoting more attention to studying the rate of spread of the disease in individual groves. Many of the diseased trees which have been found appear to have been sick for a period of years. We are now obtaining information on the number of trees which show new infections. This is being done both by recording the condition of all trees in individual groves and by indexing individual trees in specific groves. In time we shall have an accurate indication of the number of new infections which are occurring. Our studies should reveal under what conditions new infections occur. We are also trying to get an idea of the number of "typhoid Marys" which carry the virus but show no injury.

Spreading Decline

During 1953, the Florida Citrus Experiment Station determined that spreading decline, long known from its symptoms in citrus groves, was caused by a burrowing nematode, Radophelus similis (Cobb) Thorne.

The State Plant Board is locating rapidly as possible. This is a slow and mapping all infected areas as process, requiring the taking of soil and root samples to a four-foot depth. Laboratory examination is also slow and tedious, and there is not now available enough laboratory space to increase this survey work.

All known infected citrus nurseries

have been quarantined and the movement of trees prohibited. Steps are also being taken to quarantine all infected groves against the movement of soil or other materials that could carry infectation.

It nows appears that this pest has become one of major importance and that much time, work, and a number of quarantines will be required of the State Plant Board for a number of years to come. All research agencies in the State are now increasing their work to deterimine possible means of control and prevention of spread.

Citrus Tree Census

One very important program which faces the State Plant Board during the coming citrus fruit season is the taking of a detailed tree census which has long been needed, as there has been no such census taken since 1934.

The Federal census, which is taken every five years, does not give information in sufficient detail to be of much value to the citrus industry, particularly with respect to variety, age, rootstocks, and diseases. In the State Plant Board census, a record will be made of varieties, rootstock, age based on bearing surface, diseases, and the general condition of the grove.

The census will be taken by the experienced inspectors of the Plant Board who are very familiar with all of the citrus plantings in the State.

All records will be carefully tabulated at Gainesviille. As rapidly as the data for each county are completed and tabulated, the results will be published and released to the press and to all interested agencies.

This census will no doubt be of great value to the crop statisticians, not only in making their current estimates of the citrus crop, but also in determining the trend of production for several years ahead—a very important factor in planning for the location and construction of new processing and packing plants.

Detailed maps will be made showing the location and size of every grove. These maps will be retained by the State Plant Board, and will be of great aid in future inspections. The State Plant Board plans to keep the tree count on a current two-year basis in connection with their regular inspections.

Inspection of Fruit for Shipment and Export

All citrus fruits going to California and to foreign countries must be inspected by State Plant Board inspectors and certified with reference to the presence of certain insects and diseases. Fruit going to California must also be fumigated under State Plant Board supervision. This work was very heavy last season, especially after the freeze in Spain, and at times practically all of the available Plant Board inspectors were engaged in it, sometimes necessitating the neglect of other very important duties. Inspection and fumigation work was performed at the packing houses, where there were at times long delays. Our records show, for the year ending June 30, 1954, that 858,506 boxes of oranges and 107,167½ boxes of grapefruit were exported, and that 126,856 boxes of miscellaneous citrus fruit were shipped from Florida to California. Information from trade sources would indicate that the volume of these shipments will increase next year, which will proportionately increase the State Plant Board's work load.

Conclusion

In addiition to the highlights of the State Plant Board's citrus program of work, which has been discussed briefly above, there are many other minor activities which are being carried on for the benefit of the industry. Exhibits have been made, educational meetings participated in, in cooperation with the Agricultural Extension Service. Aid has been given to the various citrus research agencies in their work. Fully seventy percent of the resources and activities of the State Plant Board is being devoted to its citrus program.

More trees are lost to insects each year than are destroyed by forest fires.

Complete

CITRUS GROVE MANAGEMENT

The Very Best of Service to Grove Owners of either Large or Small Groves

Servicing The Polk County Area

LOGAN & RICKBORN INC.

LAKELAND, FLORIDA

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EMJEO

(80/82% Magnesium Sulphate)

Many years a favorite source of soluble magnesia for Florida soils. Used extensively in fertilizer mixtures for citrus crops and vegetables. Especially useful and economical for direct application where only magnesia is required.

Florida growers now consider magnesium a primary plant food in the same category with nitrogen, phosphorus and potash.

The recommendations of the Florida Citrus Experiment Station at Lake Alfred, published in January 1954, stress the need for large application of magnesium for Citrus in soluble form and state that it is usually applied as a Sulphate.

Ask your fertilizer manufacturer for EMJEO, long a dependable source of this key plant food.

BERKSHIRE CHEMICALS, INC.

420 Lexington Avenue New York 17, N. Y.

. Magnesium .
. For a Full Harvest .

XUM

ASPECTS ON TOP-WORKING BEARING CITRUS TREES

(Continued from Page 6)

contrast to the 2 million boxes we are now producing. Texas is also coming back into production and must be considered in the economic outlook for grapefruit. We know there will be some loss from various hazards such as hurricanes and freezes, but even so, it would appear that enough grapefruit has been planted. In fact, there are those who are saying we already have too much.

With the situation as a background, naturally some growers are top-working their trees and many others are pondering the question, to top-work or not to top-work. How are they to decide? For their benefit we will endeavor to show the "pros" and "cons" of this procedure. Here are some things that should be kept in mind when considering the question of changing the variety of **any** citrus growing on a specific plot of ground:

1. The age and vigor of the trees involved.

2. The incidence of spreading decline and virus diseases within the grove or its proximity.

3. What would happen to the grapefruit market if for some reason, our crange crop should be short? A decrease of a few million boxes of oranges in one or more seasons while the demand remains good could put grapefruit back in demand.

4. Every acre of grapefruit removed or top-worked enhances the value of each acre remaining.

5. One should not overlook the possibilities of increased demand for what happened to the California lemon industry. Had they converted their acreage some years back there probably would be no lemon products industry today.

6. And finally, it is difficult to top-work trees and keep all parts of the tree remaining healthy—such damaged trees are expensive and are not efficient in fruit production.

With these general considerations behind us and looking to the positive side of the picture let us assume we have a block of grapefruiit 5, 10, 20 or 100 acres in size that we have definitely made up our minds to change to some other variety. There is still a decision to be made—joke. The decision to be made at this point is: should we bulldoze and start over or should we top-work? Here are a few concrete factors which may be of value to you in making the decision: First let's consider the advantage of bulldozing:

1. We remove all trees which will eliminate diseased trees as well as healthy ones.

2. It will enable us to sterilize the soil and elimate the immediate threat of spreading decline and other soil born organisms.

3. It will give us a choice of root-stocks.

4. It will afford a choice of certified trees.

Now the disadvantages of bulldozing:

1. It is a costly operation.

2. It keeps the grove out of commerical production 2 to 5 years longer than would be the case in top-working.

What then are the advantages of top-working?

1. It is the quickest way of changing varieties.

2. It is usually the cheapest way to change varieties on a particular plot of ground.

3. It shortens the period the grove is out of production.

4. It would enable one to capitalize on an expanding market in a particular variety at an earlier date.

Some disadvantages of top-working.

1. The shock to the tree is often severe and in any event the tree will require specialized care.

2. It is difficult to obtain skilled labor for the job.

3. The grower does not have a choice of root-stock and in the case of grapefruit as the sandwich or inter stock he is confronted with the constant threat of tristeza.

4. There is no opportunity to sterilize the soil.

5. The tree still has an old root system and in the average case of top-working many trees become sunburned or otherwise damaged and its productive life is not enhanced by top-working.

6. It is an expensive operation to convert and rarely is the conversion complete—it takes a few years of vigilence and pruning to complete the job.

Under the heading of costs it might be well to take a look at the comparative cost of the two operations:

A. Bulldozing (30 year old tree).

Pushing, piling and burning, $140.00 per acre.

Picking up roots and levelling ground, $20.00 per acre.

Innoculating the soil, $120.00 per acre.

* Purchasing new trees, $87.50 per acre.

Setting the trees, $22.50 per acre.

Watering, $20.50 per acre.

Total per acre cost, $410.50

* This is for uncertified trees as we have no figures on the cost of certified trees.

B. Top-working (30 year old tree)

Cutting the tree back, $21.00 per acre.

Hauling and burning brush, $70.00 per acre.

White wash (materials), $10.50

TABLE Ix

DATA ON DIFFERENT KINDS OF FLORIDA CITRUS AT 28 YEARS OF AGE, 1945-50

	ORANGES				TANGERINES				GRAPEFRUIT				1950-53				1953-54			
	Early		Midseason		Late		Temple		Seedy		Seedless		Seedy		Seedless		Scedy		Seedless	
	Acre	Box	Acre	Box	Acre	Box	Acre	Box	Acre	Box	Acre	Box	Acre	Box	Acre	Box	Acre	Box	Acre	Box
YIELD, COST, AND RETURNS																				
Boxes	448		294		364		324		302		443		427		443		427			
Returns	600	1.34	353	1.20	612	1.68	697	2.15	353	1.17	328	.74	384	.90	190	.48	393	92	164	.37	212	.73
Operating costs	169	38	122	.41	211	58	143	.44	255	.84	186	.42	186	.44	200	.45	200	47	200	.45	200	.47
Returns above Operating costs	431	.96	231	.79	401	1.10	554	1.71	98	.33	142	.32	198	.46	-.10	.02	193	.45	-.36	-.08	112	26
RANKINGS IN ORDER OF MOST FAVORABLE AS 1																				
Boxes		1		7		4		5		6		2		3						
Returns	3	3	6	4	2	2	1	1	5	5	7	7	4	6						
Operating costs	3	1	1	2	6	6	2	4	7	7	5	3	4	5						
Returns above operating costs	2	3	4	4	3	2	1	1	7	6	6	7	5	5						
RELATIVES WITH TEMPLES AS 100																				
Boxes	138		91		112		100		93		137		132							
Returns	86	62	51	56	88	78	100	100	51	54	47	34	55	42						
Operating costs	118	86	85	93	148	132	100	100	178	191	130	95	130	100						
Returns above Operating costs	78	56	42	46	72	64	100	100	18	19	26	19	36	27						

x This table supplied by Zack Savage, Associate Economist, Agricultural Experiment Station

per acre.

Labor applying whitewash, $10.50 per acre.

Thinning and budding, $70.00 per acre.

12 months care of young buds, $175.00 per acre.

Total per acre cost, $357.00 per per acre.

We have some good color slides of methods of top-working which we would like to show you in hopes they will be of interest and of some value to you.

MERCHANDISING . . . "GIMMICK OR GOLD"

(Continued from Page 9)

details of the promotion, and then pick one or two key stores and actually go into these establishments themselves and conduct promotions. By so doing, they are putting the wholesaler's entire sales and promotion staff to work for us instead of trying to do the impossible themselves.

Advanced planning is the key to this system!

There's a sign in the lobby of the main office of the Owl Drug Company in San Franisco which, I believe, keynotes our merchandising program. It says, and I quote:

"If you want to sell us something, be sure your product is accompanied by a plan which will so help our business that we will be more anxious to buy your product than you are to sell it!"

That's a honey, isn't it?

Enthusiasm sells merchandise. But to achieve success in merchandising, it calls for lots more than wishful thinking and pep talks. It takes careful planning—it takes calculated action.

If you take hordes of physical manpower backed by a mint of money, you'll sell anything—even a mousetrap to a stratocruiser. You'll fire one great volly and you're through.

Repeat sales, no matter how much

Depreat sales, no mater how much promotion is put behind a product, depend upon quality. If the merchandise is poor to begin with, you'll never get the housewife to open her purse again.

We raise the finest citrus in the world. But there's a lot of it going out of Florida in packed boxes that belongs in the garbage heap.

One shipper who puts his cull pile into packages, can ruin the market for all of us—and usually does!

Merchandising is only as strong as the product it represents. Do you think General Motors would dare sell a Chevrolet as new when its motor is burned out?

Likewise, one bad citrus sale tends to spread by word of mouth and you're through in that market. It may not represent the same amount of money as the Chevrolet, but the principal is the same. No repeat sales.

The advent of frozen concentrate bailed us out of a bad situation five or six years ago.

What's coming to our rescue five years from now?

I don't have to tell you how production is skyrocketing and what it will mean to you. You're growers and probably know better than I.

Merchandising, my friends, is your answer. We believe so deeply in the unlimited possibilities of merchandising that the entire Florida citrus Exchange was overhauled to gear all operations with it.

"Gimmick" or "gold?"

There's nothing really wrong about a gimmick—as long as you don't confuse it with a great idea.

And merchandising is that great idea!!!

Legume cover crops provide maximum nitrogen for the soil when they are plowed under at their peak of growth and are still green and succulent.

NOW AVAILABLE

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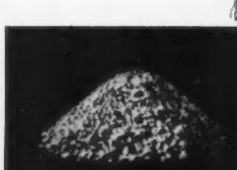
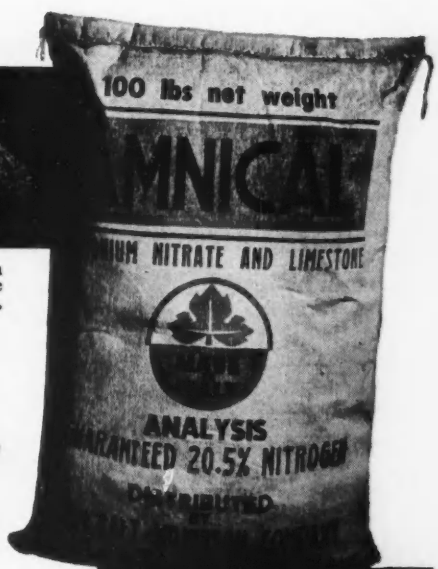
(AMMONIUM NITRATE LIMESTONE)





20.5% NITROGEN
DOUBLE DUTY PLANT FOOD

Amnical is manufactured in a solid white pellet form to assure easy handling, free flowing, and resistance to moisture.

AMNICAL contains 20.5% nitrogen which will result in higher-than-ever yields of protein rich crops of all kinds.

AMNICAL contains about 40% Calcium Carbonate with Magnesium Carbonate.

AMNICAL'S nitrogen is in approximately one-half nitrate form making it quick-acting and immediately available to growing crops.

Made in Italy

AMNICAL'S nitrogen is in approximately one-half ammonia form—resistant to leaching, slow but steady acting, gradually feeding the crop throughout the entire growing season.

AMNICAL'S white color is your guarantee of the purity of the raw materials employed in its production.

STOCK UP ON AMNICAL TODAY

ASHCRAFT-WILKINSON CO.
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XUM

ADVERTISEMENT — LYONS FERTILIZER COMPANY

The LYONIZER

COMPILED BY THE LYONS FERTILIZER COMPANY

Reports Of Our Field Men . . .

HIGHLANDS AND POLK
J. K. Enzor, Jr. & R. E. Lassiter, Jr.

The first week of September several shippers started picking early grapefruit and by the middle of the month most of the packing houses were open and operating. Quite a bit of grapefruit is passing the maturity tests and apparently enough is going to be available that most of the houses will continue to operate without any shutdown. Grapefruit sizes in most groves seem to be very good from most of the reports that we receive, and from our own observation it is beginning to look more and more as though we would definitely have a short grapefruit crop as compared to last year. Sizing, probably due to spotty rainfall, has not been all that is desired but unless this condition is wide spread, it looks as though we will probably have a fairly large orange crop.

Young trees should be receiving their last fertilizer application for the year at this time. This appliation should be completed by early October before time for banking. Most growers are beginning to talk of their fall fertilizer application and heavy fertilization will probably start by the first week in October.

Insects are not generally serious at this time but individual groves should be watched for rust mites, and in some cases red scale which can come up very fast in the fall months.

By the time this is in print Lyons Fertilizer District Office will have moved from its present adddress to 30 Sixth Street, Southwest, in Winter Haven. This location is directly across from the City Hall.

SOUTH POLK, HIGHLANDS, HARDEE AND DeSOTO COUNTIES
C. R. Wingfield

We continue to have showers over most of this area and while it is fine for citrus there is a possibility of damage to vegetable plantings. These rains have helped to size oranges and they look to be at a desirable size range at the present. Groves are in good condition but it appears that we have an unusual amount of bronzing of the leaves. The Magnesium level should be checked and if low a corrective measure should be taken.

Fruit buyers have been rather slow in making the rounds but as fruit nears maturity this activity will pick up. There has been some grapefruit moved up to this time.

Vegetable growers have been busy planting Tomatoes, Peppers, Cucumbers and Egg Plants. Some have had trouble with plants burning off due to showers and the hot sun. With favorable weather Cucumbers will soon be in the markets.

NORTH CENTRAL FLORIDA
V. E. Bourland

We have been having hot, and dry weather for some time, but we had almost all day rain yesterday, which all the growers welcome.

Most groves have been cut or worked some way. Lots of scale, and insects worked this summer in spite of all work done by growers to keep them down. Some fruit being tested and a little being picked. Fruit seems to be sizing pretty good now, but lots of small yet. Tangerines are looking good and good size generally for this time of year. Young trees have been worked and fertilized, and most of them have made excellent growth. All packing houses, canning plants, and truckers are getting their equipment in shape for a busy season.

SOUTHWEST FLORIDA
Eaves Allison

Some early shipments of grapefruit have been moved, however the crop in this area looks good, even better than usual, and the growing conditions have been just about right all season for this new crop.

The average here shows a high percentage of very clean fruit of desirable sizes. Grapefruit are in short supply apparently, but the size and quality seem to be excellent.

Bulbs are going into the ground for the early gladiolus cut and the fall tomato, cuke, eggplant, and pepper crops are off to a very good start with conditions satisfactory and outlook good.

Many growers have dropped out this fall but from all appearances they are going to wish they hadn't. That good Lyons Fertilizer is doing its part to make this a banner fall season.

EAST HILLSBOROUGH AND PASCO COUNTIES
E. A. McCartney

Vacations are over and we are back on the job—one finds out what a wonderful State we have, and I was glad to get back.

Fruit is small in some sections and considerable rust mite and scale has shown up. Since I last checked since my return we have been fertilizing young trees and will start the fall application beginning October 1st. Recommendations are now being made.

As usual our rains have been spotty and cover crops are very dry in spots. Growers are disking or chopping to reduce fire hazard, and get ready for fertilizer application.

A fair crop is set but size will determine the price in some sections of this territory.

NORTH HILLSBOROUGH AND PINELLAS COUNTIES
J. A. Hoffman

Much activity has started in groves this past month, chopping in of fall cover crops, hoeing and fertilizing young trees and continuing sprays for rust mite control.

Fruit buyers are beginning to stir as the maturity of early fruit nears. Fruit is sizing up nicely and lttle splitting at this time. So now is the time to start planning for an early fall application of fertilizer.

We have been receiving plenty of rain in this section but nothing compared to the downpours during this period last year. Many trees were damaged by high water last year and was slow coming out but most of them are doing nicely now.

Pasture men are beginning to cut and store hay for the winter months. Pastures should be well fertilized so as the grass will grow as much as possible for fall feeding.

ADVERTISEMENT — LYONS FERTILIZER COMPANY

Uncle Bill Says:

Looks like the world just seems determined to stay in a mess . . . 'n we know a fellow er two who seems to think they ain't no use trying to build up anything they might be interested in fer fear one of these here new-fangled bombs is going to blow it to smithereen's anyhow . . .which as we look at it is jist plumb foolish.

We ain't what you really call an educated feller, but we've lived long enough to remember that from our earliest days they was folks who figgered that the world was goin' to the dogs and they want no use trying to do anything constructive. . .but since those early days up to right now they has been a heap of improvements in nearly everything. . .in our way of living, in transportation, and even in cultivatin' our crops, to say nothing of the business of producin' bigger and better crops than we used to when we was a kid. . .there has always seemed to be a way out of our difficulties even though we've had to fight a time er two to try to git straightened out . . and fer our money we'll git out of our present difficulties just like we have done in the past.

So, while we ain't got enough of this world's goods to make us stay up nights wonderin' how to spend our money, we're goin' right ahead doin' our very best to improve our holdings, and in our case to produce the very finest fruit that kin be grown 'cause we've found they is a lot of folks who will pay a considerable premium for that kind of merchandise.

Sort of seems to us that it's better to be workin' like the very dickens tryin' to better our condition than it is to sit back and wait fer calamity to come and hit us in the back . . . some of the biggest pains a guy ever has is pains in the head caused by frettin' about something that maybe is goin' to happen.

One thing is fer sure we're still sold on the fact that they ain't no business any better'n being a Florida grower, where the climate is working fer most of us 24 hours a day. . .and where with average intelligence about cultural practices a lot of us fellers is makin' more money, and living better than a lot of other folks, who may be workin' even harder than we are.

XUM

Citrus Commission Enlarges Its Merchandising Operations

Major revisions in the organization set-up of the Florida Citrus Commission's field merchandising operation will be put into effect Oct. 1, Frank D. Arn, Merchandising Director for the state agency, announced today.

The new plans, Arn said, call for the Commision's field staff to be deployed into four divisions, instead of the current two, and the eventual employment of 10 additional representatives, which will bring the field force up to its authorized strength of 65 men.

"The Commission has a six-fold purpose in putting this re-organization into effect," Arn explained. "We feel it will enable closer supervision of the field men and their activities, offer a better in-the-field training program, facilitate the exchange and execution of merchandising plans and sales ideas, add prestige to the Commission's contacts with the major trade factors, bring a closer coordination between the field areas and the Commission's headquarters here, and enable our men to work closer with the local advertising media used by the Commission."

Under the new set-up the United States will be divided into Eastern, Western, Central, and Southern divisions, each having a manager. Three men working Canada will be included in two of the divisions, but four men stationed on the Pacific coast will not actually be in a division, Arn explained.

Heading the newly created southern division, with hearquarters in Atlanta, will be V. Norton, a 26-year-old native of Lake Wales, who has been regional manager for the Commission in Houston, Texas, since November, 1952. Norton came with the Commission in October, 1951, and was a merchandising representative in Chicago before going to Houston.

Francis J. Mulkeen, regional manager in Pittsburgh since coming with the Commission in October, 1949, will be manager of the Western division, replacing Paul A. Dillard, who will head up the newly created Central division. New headquarters for the western division will be in Chicago, and in Cleveland for the Central division.

Dillard was employed by the Commission in September, 1946, as regional manager of the Cincinnati area. He later served as regional manager in Chicago and was named manager of the entire western division in July, 1952.

Charles J. Koechling, Jr. will continue in the position of eastern division manager, a post he has held since July, 1952. The son of C. J. Koechling, Sr., well-known official of the New York Fruit Auction Co., Koechling was employed by the Commission in November, 1947, and served as regional manager of the New York area until he assumed the supervision of the eastern division.

Markets in the southern division and the number of men stationed in each include Atlanta, two; Charlotte, Greensboro, Birmingham, Memphis, New Orleans, Dallas, Houston, and the State of Florida, one each.

The eastern division will include Boston, three men; Hartford, one; Sew Pork City, nine; Philadelphia, four; Baltimore, one; and Washington, two. In the central division will be Cleveland, three; Detroit, three Pittsburgh, two; Cincinnati, four; and Toledo, one each.

The western division will include Chicago with five men, St. Louis, two; and Milwaukee, Minneapolis, Kansas City, Des Moines, and Winnipeg, one man each. In addition to these, two men will be stationed in Los Angeles, one in San Francisco, and one in Seattle, Wasr.

The addition of 10 new men, Arn said, will enable the Commission to expand its coverage of the Boston, Philadelphia, Chicago, Los Angeles, Atlanta, and Washington markets and will mean that Florida citrus industry will have a permanent representative for the first time in Toledo, Winnipeg, and Rochester.

FERTILIZER MORE IMPORTANT NOW THAN EVER BEFORE

Fertilizer is more important to the farmer today than it was in the "lush" period 3-6 years ago, W. H. Allstetter, vice president of The National Fertilizer Association told members of the South Carolina Plant Food Education Society at their fifth annual meeting in Clemson, S. C.

Using that developed by Clemson Agricultural College, Allstetter explained how, in every case, proper use of fertilizer in combination with other good farming practices reduces the unit cost of producing farm crops thus increasing profits per bushel, per pound or per ton. This, he emphasized, is even more important when conditions are less than ideal, as they are today, because farmers must take advantage of every opportunity to cut cost and boost profits in order to stay in business.

Classified Ads

CITRUS SEED

New crop Sour orange seed and Rough lemon seed available in September, Cleopatra Mandarin seed in November. For 10 quarts or less of seed — Sour orange $3.00 per quart, Rough lemon and Cleo $10.00 per quart. Cash with order.

WARD'S NURSERY
Box 846 Avon Park, Florida

SUPERIOR CITRUS TREES — Now booking orders for 100,000 trees for Winter and Spring delivery. Don't be caught short — place your order now. For quotation call us, 2-7541 or write.

WARD'S NURSERY
Box 846 Avon Park, Florida

PERSIAN LIME TREES — Ready for delivery. Other popular varieties all on rough lemon root, for delivery now or January, 1955.

ADAMS CITRUS NURSERY
1700 Villa Road Winter Haven, Fla.

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WM. E. WOOD
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N. Geraci & Company, Inc.

2621 E. Hillsborough Ave. — Telephone 3-7331
P. O. Box 1042 Tampa, Florida

Citrus Crop Outlook As Of September 1st

The Federal crop report as of September 1 indicates that the 1954-55 citrus outlook is good in all areas of production, with the single exception of grapefruit which is nine points below the same period a year ago.

Florida's citrus prospects continue good. On September 1 the condition of all oranges was reported at 75 percent of a full crop which is 1 point above September 1 year ago; tangerines reported at 70 are 4 points above a year ago. Grapefruit reported at 63 is 9 points below a year ago and limes at 83 are 10 points above last year. Grapefruit harvest started September 1; however, movement will be light until after mid-September. Harvest of oranges in volume will start in October.

Prospects for the 1954-55 citrus crops continue good in nearly all producing areas of the county. **Florida** weather continued favorable during August. **Texas** citrus trees are in exceptionally good condition and most fruit is well advanced. An earlier-than-usual harvest is in prospect. Supplies of irrigation water are plentiful. **Arizona** prospects are considerably better than last season. There is a light set in some areas but larger sizes will be partly offsetting. In **California** prospects are generally favorable for the 1954-55 citrus crops and especially for oranges. Harvest of old-crop lemons and Valencia oranges continues.

USDA REVISES GRADE STANDARDS FOR ALL CANNED CITRUS JUICE

Revised grade standards for canned grapefruit juice, orange juice, and blended grapefruit and orange juice will become effective October 19, 1954, the U. S. Department of Agriculture announced recently.

The revised standards replace and differ from those which have been in effect since July 29, 1949, in that two seperate styles are included: Style I, Unsweetened (or natural juice), and Style II, Sweetened (with sweetening ingredient added).

The requirements for Brix (or sweetness), acidity, and Brix-acid ratios also have been changed to produce a more desirable blend of sweetness-to-acidity for the respective style and grade. The standards include a sliding-scale for Brix-acid ratios for the unsweetened style of Grade A canned grapefruit juice, and for canned blended grapefruit and orange juice.

The grade standards have been revised after considering the views of citrus growers, processors, and other interested persons following the issuance of proposed changes in July, 1954. The revised standards announced today differ from the proposals made at that time principally in providing a sliding scale for the Brix-acid ratios instead of fixed ratios. Other changes from the July proposals are minor.

AMERICAN BEAUTY WILL STRESS FLA. GRAPEFRUIT

California's pride and joy, Miss Lee Ann Meriwether, winner of the 1955 Miss America contest Saturday night, will work for Florida grapefruit growers, Florida Citrus Commission officials have announced.

The 19-year-old San Francisco co-ed, who barely nosed out Miss Florida, Ann Daniel, of Dade City, as the nation's top beauty, spent a week in the New York offices of the J. Walter Thompson company, the Commission's advertising agency, making a series of filmed television commercials which will be used during the coming year to advertise fresh and processed Florida grapefruit.

In the advertising commercials, the new Miss America will continue to remind the American public that Florida fresh and processed grapefruit is "low in calories and high in vitamin C." Several films will be made so that she can demonstrate the many ways Florida grapefruit can be used as drinks, appetizers, salads, or desserts.

CITRUS INSECT CONTROL FOR OCTOBER 1954

(Continued from Page 3)

Purple Mite Control: Use either aramite at 2 pounds or ovex at 1 to 1 1/2 pounds per 100 gallons. It is not advisable to use ovex repeatedly in the same grove. DN 111 at 1 1/4 pounds for 100 gallons can be used but it is not very effective in warm weather. DN Dry Mix can be used when the temperature is not above 90 degrees during the day. It appears that mature fruit is more tolerant to DN Dry Mix than young fruit that has just set. Neither aramite or the DN compounds should be used with lime-sulfur.

Rust Mite Control: Use wettable sulfur at 6 to 10 pounds per 100 gallons on tangerines and early varieties of oranges. Sulfur dust can also be used. Lime-sulfur at 3/4 of a gallon plus 5 to 8 pounds of wettable sulfur can be used on grapefruit and late varieties of oranges.

Plant Bug Control: Use toxaphene at 3.0 to 4.0 pounds (active ingredient) or parathion at 3 pounds of a 15% wettable powder per acre, applied to the trees and cover crop.

Grasshopper Control: Use chlordane at 1.5 to 2.0 pounds (active) or toxaphene at 3.5 to 4.5 pounds (active) per acre. Chop or disk the cover crop before spraying.

For more detailed information, refer to the 1954 "Better Fruit Program" or consult the Citrus Experiment Station at Lake Alfred or Fort Pierce.

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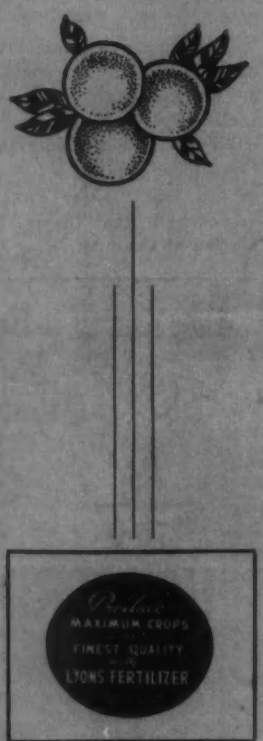

As you know the only way to produce this sort of fruit is through the use of the very best cultural practices and the use of the proper ingredients in your fertilizer and spray programs.

One thing has been widely demonstrated over the years and that fact is summed up in the words,

Lyons Fertilizers Produce Maximum Crops of Highest Quality

Many of Florida's most successful growers have demonstrated this fact year after year . . . . we invite you to put this statement to a test.

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